

Advocacy Strategy for Rights Based Family Planning In Pakistan

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EXECUTIVE SUMMARY

Pakistan's population has grown by 70 million over the last two decades, making it the sixth-most populous country in the world with a tally of more than 208 million people. The country's alarming population growth rate runs concurrent to the low prevalence of family planning usage among the country's youth, particularly in poor communities, despite a high expressed need for contraception and other family planning services. Since a large population has a profound, cross-sectoral impact on the country's socioeconomic growth, Pakistan is in need of transformative change to boost family planning use in order to achieve 12 of the 17 Sustainable Development Goals (SDG2030).

This advocacy strategy outlines three focus areas, which work in tandem with each other, to create a favorable legislative and operational setting to foster sustained commitment aimed at resolving the population issue. These focus areas create a synergy to prioritize family planning services and population dynamics in national development planning to expand service delivery and access for all Pakistanis (especially the poor) and to build the country's internal capacity to produce reliable population data and analysis that can, in turn, fuel evidence-based policymaking for sustainable development. Evidence generation and its appropriate use are part and parcel of this advocacy strategy.

Each of the three strands address an existing shortcoming in family planning-related advocacy in Pakistan thus far. The first strand is geared towards generating and sustaining political will at the highest level of the national and provincial governments; amassing support from administrations is consequential to developing national consensus to reduce national fertility and to strike a balance between population size and available resources. The second strand works at the implementation level to bridge gaps in access to family planning services through healthcare providers and public-private partnerships. There is a high unmet need for family planning, especially among women in rural areas of the country, that requires sustained support over the course of the next decade. The third strand focuses on instituting centers of knowledge production to collect, analyze, and disseminate demographic data regularly, which is instrumental for policymaking and for educating the public about the cross-sectoral impact of a large population.

This national strategy seeks to engage a set of disparate stakeholders that include political leaders, bureaucrats, family planning service providers, researchers, religious leaders, civil society, the media, and other public figures to consolidate efforts towards creating a sociopolitical environment that demands immediate action to improve family planning use, and by extension, Pakistan's development indicators.

SECTION 01

BACKGROUND

Examining the Need: Context for Family Planning Advocacy

According to the 2017 Housing and Population Census, Pakistan's population has reached 208 million at a tremendously fast growth rate of 2.4 percent since the last census in 1998. The latest Pakistan Demographic and Health Survey (PDHS 2017-18), meanwhile, indicates that the contraceptive prevalence rate (CPR) has slipped from 35 to 34 percent since the last survey in 2013.

For Pakistani development planners and implementers, current trends in population growth and contraceptive prevalence are disappointing, especially in the wake of recent efforts by both the government and civil society to accelerate family planning programming. At the landmark Population Summit 2015, presided over by the President, top federal and provincial government representatives came together to acknowledge the need to rein in population growth. They also committed to increase the national CPR to 50 percent by 2020, leading to a documented cross-party political consensus and an official endorsement of birth spacing by major religious leaders in the country.

The event demonstrated political commitment from the highest level along with support from religious leaders, the media, and policymakers. The consensus recognized that Pakistan's rapidly growing population undermines efforts to improve socioeconomic development, particularly maternal and child health indicators, and places severe stress on natural resources. The Summit—which marked the culmination of a three-year National Advocacy and Communication (NAC) Campaign by the United Nations Population Fund (UNFPA) and Population Council—signaled a new era in which family planning programming became a shared priority and a vital component of the national development agenda. As a result, recent population policies from the governments of Khyber Pakhtunkhwa (2015), Sindh (2016), and Punjab (2017) acknowledge the links between population and development.

However, these policies have yielded little progress – particularly in terms of addressing the unmet need for family planning and lowering fertility, which suggests that work must continue to facilitate the translation of policies into effective action through sustained political commitment and adequate resource allocation. To sustain pressure on political leadership, Population Council (with support from UNFPA) is implementing a new National and Provincial Advocacy and Communication Strategy that builds upon the NAC Campaign, successfully coalescing support to prioritize population issues among major stakeholders—political leadership, decision makers, religious leaders, and the media.

Where We Are Now

While population growth in most Asian countries has slowed down significantly, Pakistan remains an outlier with consistently high fertility and population growth rates in comparison to other countries in the region. Pakistan's population growth rate (2.4%) poses a very serious challenge to the socioeconomic viability and stability of a country that is already struggling to bear the burden of a large

population. There is significant need, therefore, to engage a wider spectrum of Pakistanis in a conversation about cultivating balance between population size and available resources.

As far back as 1994, the UN-sponsored International Conference on Population and Development called for the integration of population into development strategies, planning, decision-making, and resource allocation at all levels to improve quality of life. Despite global consensus on the relationship between population and sustainable development, this interdependence has yet to be meaningfully recognized by Pakistani policymakers, intelligentsia, and media. Demographic dynamics, such as population size and growth, its age structure, and the distribution and movement of people in the country will affect Pakistan's achievement of at least 12 of the 17 SDG2030 goals that range from gender equality to quality education to food security.

The NAC Campaign had a clear strategy to target key stakeholders who shape opinions and make decisions about national and provincial priorities. Population Council (with UNFPA support) was able to foster national consensus among the political leadership, religious leaders, the media, and civil society regarding the importance of promoting family planning through the narrative of "Birth Spacing Saves Lives." This narrative was a breakthrough, widening acceptance of family planning by placing it squarely in the health arena and eliciting enthusiastic endorsement of healthy timing and spacing of pregnancies (HTSP) from religious and political leaders. It represented a break from past emphasis on "*Bachay do he achay*" (Just two kids are enough) – a message that had been perceived negatively as implying tones of enforcing a two-child policy.

While the Campaign was a step forward toward highlighting—and ending—the previously silent acquiescence regarding high unmet need and limited access to family planning services, the continued high population growth rate recorded by the 2017 Census implies the need for a much higher level of effort to make up for lost time. The gravity of the situation is recognized only by a small group of economists, international partners, and population professionals but should be transformed into an urgent national issue to spur effective action. While political leaders and policymakers have begun to understand the implications of a large population, in the long run, their commitment to act is undermined by the potential reduction in political seats and resource allocation that would occur if their province's population were to decline relatively faster than those of other provinces.

As highlighted in UNFPA's Political Economy Analysis of Pakistan (PEA), these dynamics point toward the need for another phase of strategic communications and upstream advocacy to build upon existing national consensus and to develop a plan for meaningful action to center investment in family planning as the driver of national development. With the exception of the NAC Campaign, which specifically targeted policymakers, there are no significant examples of advocacy initiatives that recognize the importance of sustained political support for family planning.

Advocacy for family planning must also run parallel in adjacent arenas – the goal should not just be to convince political leaders to publicly support family planning but also to employ the media and civil society members to enhance public accountability and to build Pakistan's capacity to produce relevant data to encourage evidence-based policymaking. Such policymaking should improve public and private sector service delivery to enhance family planning access for the poor, who have the highest unmet need in Pakistan.

Filling in Gaps: Assessing Provincial Communications Efforts

An overview and evaluation of strategies currently in use at each province's Population Welfare Department (PWD) and health department largely point towards the following broad weaknesses in their communications efforts:

- Lack of adequate funding for regular communications efforts;
- Lack of consistent messaging;
- Absence of family planning messages in health departments' communications; and
- High need for external communications support to produce and disseminate quality content.

These weaknesses amount to a case for more collaboration and coordination not just between DoHs and PWDs within the provinces but also with other provinces to foster a more unified approach in family planning communication campaigns so that the whole country is on the same page on population issue. While messaging may be tweaked according to specific context of a province, there is a need for 'central-line' based on a common narrative for messaging across the country.

Trends in Family Planning Communications in Pakistan

Over the last five decades or so, concerted efforts have been made to raise awareness among Pakistanis about family planning through public advocacy campaigns and mass media programming. While these campaigns have evolved over time to make use of various media channels, the messaging they propagated were largely limited to birth-spacing and small family units and did not assert the impact of a large population on development.

Three domains will need to be targeted for a holistic approach to family planning-advocacy communications:

- I. Advocacy aimed at influencing policymakers to take action in the form of enacting new policies, laws, financial allocations, and structural reforms to support expansion of family planning services, so individuals may use them according to their needs;
- II. Communications aimed at service providers to improve their communications knowledge and skills in providing quality information services and to increase their knowledge about new contraceptive products;
- III. Behavior Change Communications (BCC) focused on shaping perceptions of family planning among potential and current users to help bridge behavioral barriers to the use of contraception, particularly extending contraception-related discourse among men.

Since its inception in the 1960s, family planning programming has primarily focus on communities and individuals to encourage the use of contraception. Most campaigns have delivered generic messaging and very few talk about specific issues such as choice of methods, management of side effects, and sources of family planning services. This is demonstrated by the fact that while knowledge of contraception is universal in Pakistan (PDHS 2012-13), the subsequent decline in fertility has been remarkably slow.

Family planning-related campaigns first surfaced in 1965 and mainly focused on informing the public about service availability. Most publicity was basic and occurred at the district level, particularly to reach rural communities. In the 1970s, as political unrest and the fallout from the Afghan-Soviet conflict rattled the country, family planning-related activities were sidelined. Between 1977 and 1983, mass media messaging was entirely suspended, which resulted in the highest population growth rate the country has ever experienced.

The burden of a fast-growing population led to the revival of multimedia campaigns in 1983, and for the next five years, new approaches were adopted to impart information about family planning through entertainment media and public fora, making use of television, radio, and print media. While messaging during this era introduced the concept of two-child families, emphasizing birth spacing and maternal health, it remained generic without offering specific information about available family planning methods.

By 1988, national campaigns adopted a more restricted and culturally-appropriate approach to messaging. Yet, campaigns somewhat began highlighting girls' education as a key factor in delaying marriage along with the use of family planning and birth spacing. Until 2003, the two-child narrative remained the cornerstone of all media campaigns. Since then, family planning advocacy campaigns have been based on behavioral change communication tactics, employing messaging that encourages informed reproductive decision-making with the aim to educate through mass media outlets.

Rationale for Change

The resolution of population-related issues requires consistent commitment, appropriate policies, and adequate human and financial resources. Once these conditions are met through sustained efforts, not only will population growth slow down, reproductive health will improve, and the country will achieve a sustainable balance between its resources and population.

In order to generate such support in Pakistan's sociopolitical realm, there is a need for an evidence-based transformative advocacy strategy to enhance high-level support for positioning population dynamics, particularly fertility transition, as a priority in national and provincial development agendas.

The advocacy strategy will go beyond running linear, interpersonal BCC campaigns (which has been the norm in the past) and instead, work to influence current federal and provincial governments to act on their commitment to address rapid population growth – as a central impediment to national development – by engendering a sense of urgency for structural reforms to improve the quality of and access to family planning services.

In light of recommendations put forth in the PEA, this strategy separates itself from previous efforts to promote family planning in Pakistan by adopting a multi-modal approach to engage a diverse group of stakeholders from different sectors and consolidate advocacy efforts to develop an environment marked by political will to reduce population growth, increased funding for family planning programs, reduced gaps in service provision, and reliable data about population dynamics. This model, however, can only work through a cyclical mechanism that compels stakeholders to work in tandem with each other towards a common goal and thus creating a sustained movement.

Population Council is deeply aware of the importance of timing in this project and that there are opportunities to be leveraged with the new national leadership. Our aim is to galvanize key stakeholders on a new population-related narrative that emphasizes the impetus to address the problem at hand. This, in theory, will translate into commitments to take concrete actions by an array of stakeholders in their respective spheres of influence.

The New Narrative: Striking a Balance

Over the last five decades or so, some limited efforts have been made to raise awareness among Pakistanis about family planning through public advocacy campaigns and mass media programming. While these campaigns have evolved over time to make use of various media channels, the messaging they propagated largely remained limited without asserting the impact of a large population on development. While there has been steady progress in relieving stigma surrounding family planning that dominated public discourse in Pakistan in the 1980s, a need has been expressed to broaden the narrative to be more national and to emphasize the pervasive effects of population dynamics (fertility, mortality, age structures and migration) on positive development outcomes at the national, subnational, family and individual levels. The new narrative should articulate two dimensions: at macro level highlighting the effects of rapid population growth on national progress and advocating for family planning as an investment in country's development; at micro level advancing responsible parenthood and family planning as an investment in family's health and prosperity, particularly for children.

For this purpose, Population Council engaged a cross-section of stakeholders – legislators, politicians, religious leaders, civil society organizations, and opinion leaders – in consultative sessions to identify a new narrative to reframe family planning that will likely resonate with broad segments of the population.

As a result of these sessions with stakeholders, we identified the need to move away from catchphrase messaging and instead to focus on a specific, nuanced theme that all Pakistanis can agree on – to achieve “balance between a growing population and resources,” placing particular emphasis on centering population as a crucial component of development planning that should engender such balance.

For this purpose, the new narrative employs the Urdu words for balance, *meezan* and *tawāzun*, and capitalizes on Islamic principles that encourage striking a balance in everyday life. Though this may not be a unique or new angle, but it can frame the ethos of population planning on a culturally, socially and religiously endorsed premise. The theme of ‘balance’ has the potential to appeal to a variety of stakeholders and can be packaged and personalized for specific audience segments to ensure resonance. Additionally, it has the potential to address the macro and micro level concerns of rapid population growth by positioning family planning as investment in national development and family's health and prosperity. This line of messaging is also conducive to the rights-based framework of family planning. The new narrative invites people to learn about family planning and to use it voluntarily without external pressures to limit family size.

The new narrative contextualizes the nation as one prosperous family unit, so that achieving balance - or *meezan* - becomes a national priority. Furthermore, this allows for principled messaging that can be presented to disparate stakeholders in the following ways:

Families/Individuals: Birth spacing saves lives because there is ‘balanced’ spacing between children to ensure healthy lives for mothers and children; Balance engenders prosperity- balancing family size with family earnings is the responsibility of parents.

Legislators: National prosperity rests on the balanced growth path- achieving equilibrium between national resources and population growth; promote family planning as an investment in development so that we do not consume and deplete national resources faster than we can replenish them.

Religious Leaders: Islam lays great emphasis on balance, particularly on the balance of nature.

And He raised the heaven and established the balance. Do not transgress the balance. You shall establish justice; do not violate the balance,”

– The Qur’an, 55:7-9

The new narrative contextualizes the nation as one prosperous family unit, so that achieving balance or “meezan” becomes a national priority. The narrative of balance also links to responsible parenthood which has been highlighted in the Supreme Court judgement as a message to families and is also religiously endorsed. By embedding this narrative in customized message formulations for disparate stakeholders, the goal is to create an ‘echo chamber’ effect so that as a nation we speak with one voice on population planning. This theme also engenders synergy between the advocacy and behavioral change communications components of UNFPA’s country plan, and effectively centers population as a crucial part of family’s well-being and national development planning.

SECTION 02

KEY PLAYERS

No action on family planning policy can occur without creating a favorable environment in which all stakeholders are committed to enabling fertility transition to support sustainable development. This section outlines a comprehensive list of stakeholders who will be engaged as part of this advocacy strategy – these key individuals and institutions have been divided into five groups based on their interests, the power they wield in their respective arenas, and their relevance to the goals of this strategy.

Tier 1: The Executives

In order to enact meaningful change and drive wide use of family planning services, political will – represented in the form of concrete legislation – is invaluable. Without such support, expansion of service delivery is unlikely to grow. Therefore, Pakistani political leadership needs to undertake a pivotal role in efforts to raise awareness about the impact of a rapidly growing population on the country's development indicators.

Federal

Prime Minister: The PM's core interest is to ensure the country is on a progressive path, particularly in terms of human development, so that enough economic growth can be generated to provide a living wage to all Pakistanis. Imran Khan has been quite vocal over the past few years about Pakistan's potential for economic growth, a cornerstone of his campaign manifesto – such growth, however, is not possible without addressing other pressing issues such as mounting water scarcity, environmental degradation, and alarming education and health indicators. The cross-sectoral impact of population growth dictates that lowering fertility is likely to support improvement across sectors that will converge into sustainable development. The national Task Force on Population – created as a result of suo moto action from the Supreme Court in July 2018 – is chaired by the PM, which is indicative of executive commitment for the cause.

President: While the role is largely ceremonial, the President – as the head of the state – represents the unity of the republic and should be an important asset to driving public discourse about family planning. Such unity, in turn, will affect the way legislators and other politicians talk about the need to further family planning policy. As the national parental figurehead, the President's concerns broadly encompass national harmony and cohesion – in this capacity, he can act as the voice of reason to drive legislation and direct national attention towards curbing pollution, protecting the environment, conserving water, all of which are issues that action on family planning can directly address.

Members of the Parliament: These individuals wield real power to drive change; their vote can make or break legislation pertaining to family planning. Since their objective is to enact legislation to improve human development indicators and respond to the needs of their constituents, they need to be

consistently engaged and informed about the cross-sectoral impact of family planning. They also have an important role to foster accountability and oversight, through parliamentary committees, to ensure family planning-related policies are fully enacted.

Federal Ministers: In order to influence players outlined above to make the changes required to bolster the use of family planning in Pakistan, federal ministers can put forward meaningful rationales about the need to integrate family planning into development agendas. Members of the Cabinet will essentially serve as advocates to outline the positive impact that increased use of family planning services will have on their respective sectors.

The Minister of Finance, for instance, is concerned with improving the economy and ensuring macroeconomic stability of the country with the ultimate aim of improving the quality of life of Pakistani citizens. This may be achieved by creating well-paying employment opportunities through foreign direct investment. However, to create an environment that can invite foreign investment, national indicators must be improved.

This is where other ministers can be instrumental in putting support behind family planning and lowering fertility to create an image of Pakistan that portrays the country as a progressing, economically viable location for investment. Ministers of Health Services, Federal Education & Professional Training, Human Rights, and Climate Change can all easily make important connections between a rapidly growing population and the issues faced by their sectors to influence supportive policy environment.

Education, for instance, is a foundational pillar to family planning advocacy, and this strategy presents an opportunity to accelerate the achievement of universal primary education in the country. Similarly, the effect of a large population on the environment is self-explanatory, and the Minister of Climate Change would be a vital advocate to highlight the impending effects of deforestation, fueled by rapid population growth and ensuing urbanization, as well as extreme weather patterns.

Since the state of human rights in a country is a decisive factor in driving foreign investment, the Ministry of Human Rights would be a strategic component to elevating family planning as a human right – as an extension of the Ministry’s plans to improve Pakistan’s status in global human rights rankings. Similarly, the Ministry of Planning would be a key asset to advocate for the use of existing evidence to drive family planning-related policy initiatives, and further, could aid in the production of valuable data and analyses regarding the effect of population growth on other sectors.

Provincial

Chief Ministers: Similar to the PM, chief ministers of each province are committed to the prosperity of their respective provinces. In addition to the factors outlined for the PM, CMs are likely concerned about specific issues plaguing their provinces that can be leveraged to engage them in a conversation about universal access to family planning. For Punjab, dwindling water resources is a crucial concern, especially since agriculture is the main driver of the province’s economy. Additionally, Punjab needs to create 67 million more jobs by 2040 to cater to its growing population. For Sindh, home to the country’s largest urban center, water is a concern along with malnutrition in the province; 40 percent of children under the age of five are underweight and almost half of the girls (46 percent) are out of

school. Khyber Pakhtunkhwa (KP) and Balochistan, on the other hand, are more likely to respond to the impact of family planning services on the improvement of maternal and child health indicators along with improving education indicators especially for girls – Balochistan and KP have high rates of out of school girls at 56 and 40 percent, respectively.

Tier 2: The Enactors

Expansion of service delivery and access to family planning can only occur through concerted efforts to support provincial departments and their local subsidiaries in their everyday work since they are directly responsible for making change at the district level (across all sectors). Thus, representative heads of various provincial departments will also need to be engaged in an overarching movement to bolster developmental goals by limiting population growth to a level that their resources can sustain.

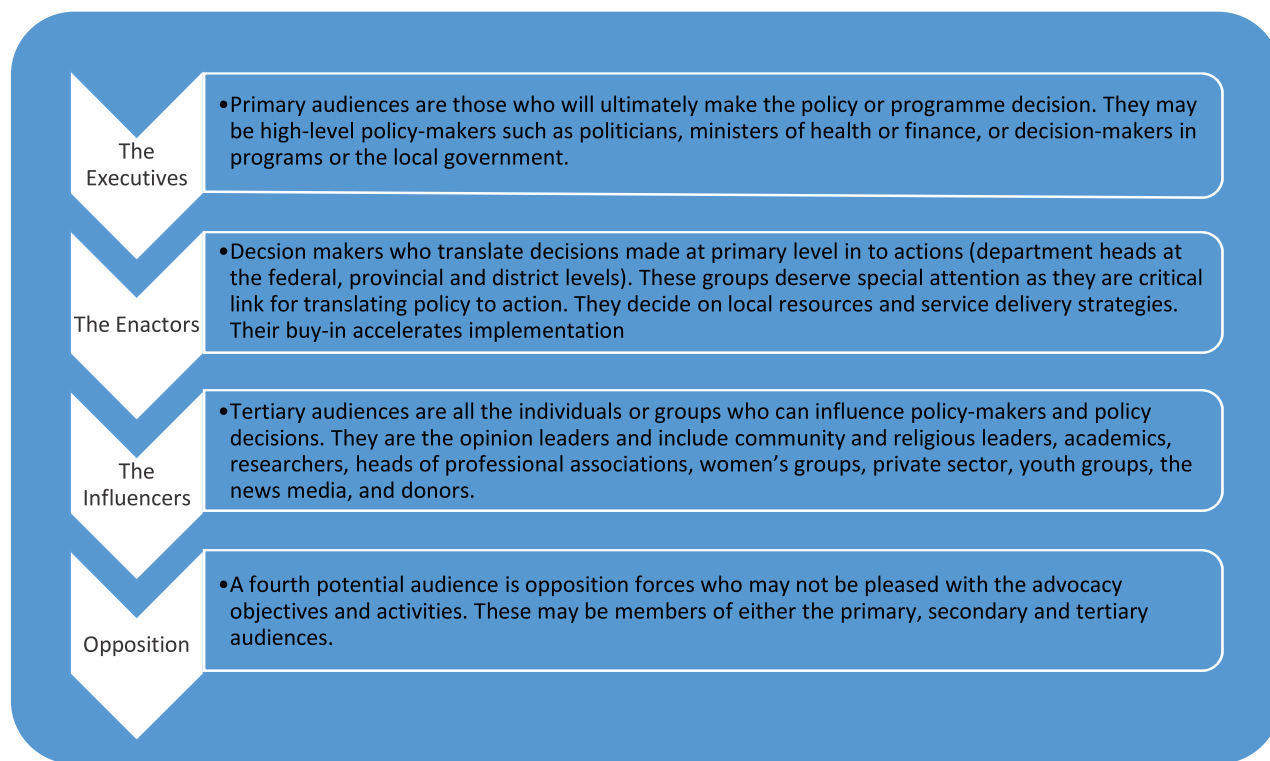
Federal and especially provincial bureaucracy is a critical player in providing a supportive environment for the provision of family planning services. Estimates of population size serve as the crucial denominator for investments towards most key development indicators, whether related to health, education, water availability, food security or poverty alleviation. The Department of Planning can serve as an advocate for evidence-based planning based on population dynamics as a method for effective improvement of provincial socioeconomic indicators. Departments of Environment and Education have similar roles as their federal counterparts and can advocate for family planning as a way to support progress in their own sectors – for instance, supporting girls' education has a direct and positive effect on contraceptive prevalence and, thereby, lowering fertility. Department of Finance also has an important role in taking action to increase financial allocations in family planning. Pakistan Bureau of Statistics (federal and provincial) is crucial to evidence based planning as it must produce reliable and useable disaggregated population data for effective planning at the national and provincial levels .

The most vital role belongs to provincial Departments of Health (DoHs) and Population Welfare Departments (PWDs). Advancing collaboration between the two departments is most aligned with the goals of this strategy: to boost contraceptive use, to improve family planning indicators, and to expand their internal networks and their capacity to provide these services to those most in need. Health departments have direct stakes in family planning because of the effect that family planning has on improving maternal, neo-natal, and child health (MCNH) indicators and will likely be allies for this advocacy strategy since it warrants greater resources for their effective functioning.

Tier 3: The Influencers

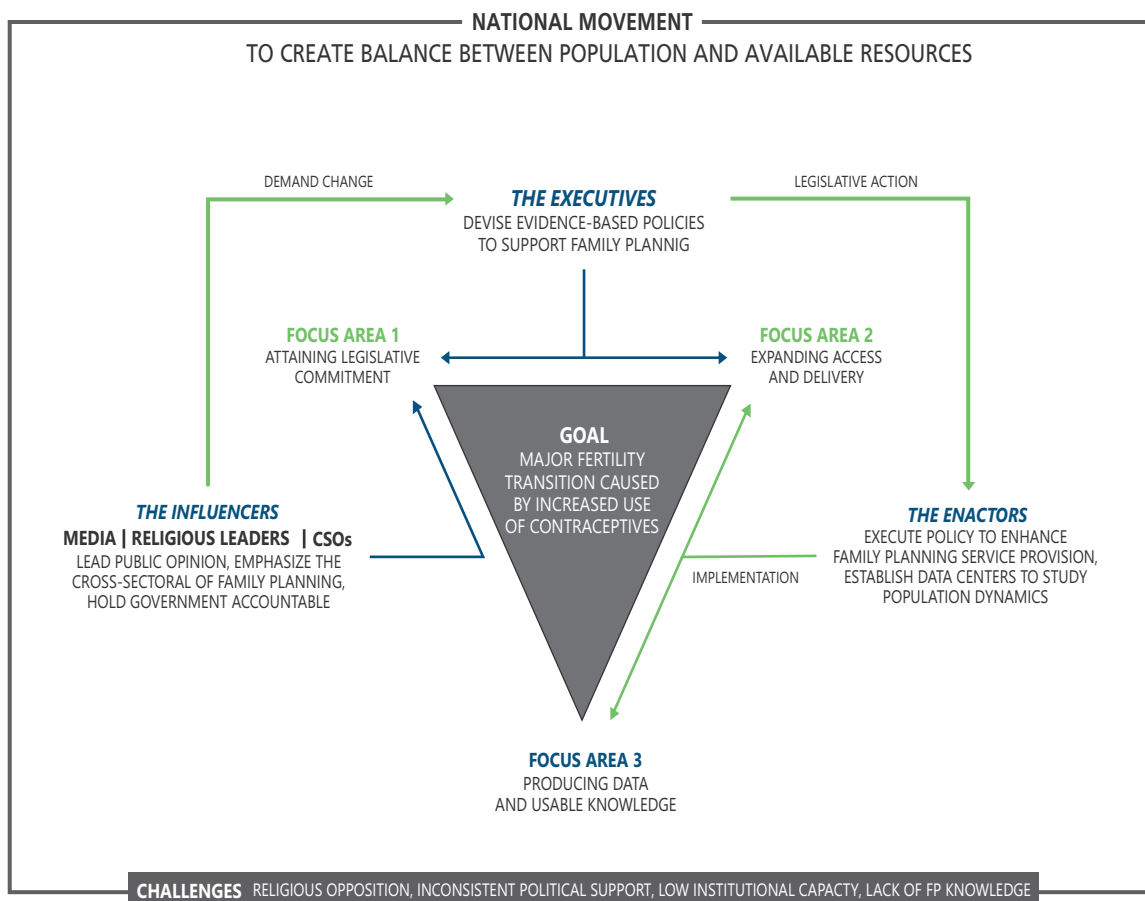
Pakistan has a history of drawing up plans to address the population issue but not following through on them – this is especially true for political leadership that tends to be distracted easily by one new issue after another. This is where media personalities, religious leaders, and civil society organizations can influence public discourse about the immediacy of addressing population growth and the need to create a balance between the number of people and available national resources. Such advocacy is not only good for the country but also helps the media set the agenda for public discourse and earn revenues. At the same time, it helps religious leaders elevate their public profile, wield greater influence in political circles, and as a result, acquire more followers. Also, worth noting is the role civil society organizations and donor agencies can play in developing an accountability system to sustain

political pressure on the government to act decisively in response to issues that have a direct causal link to population size.

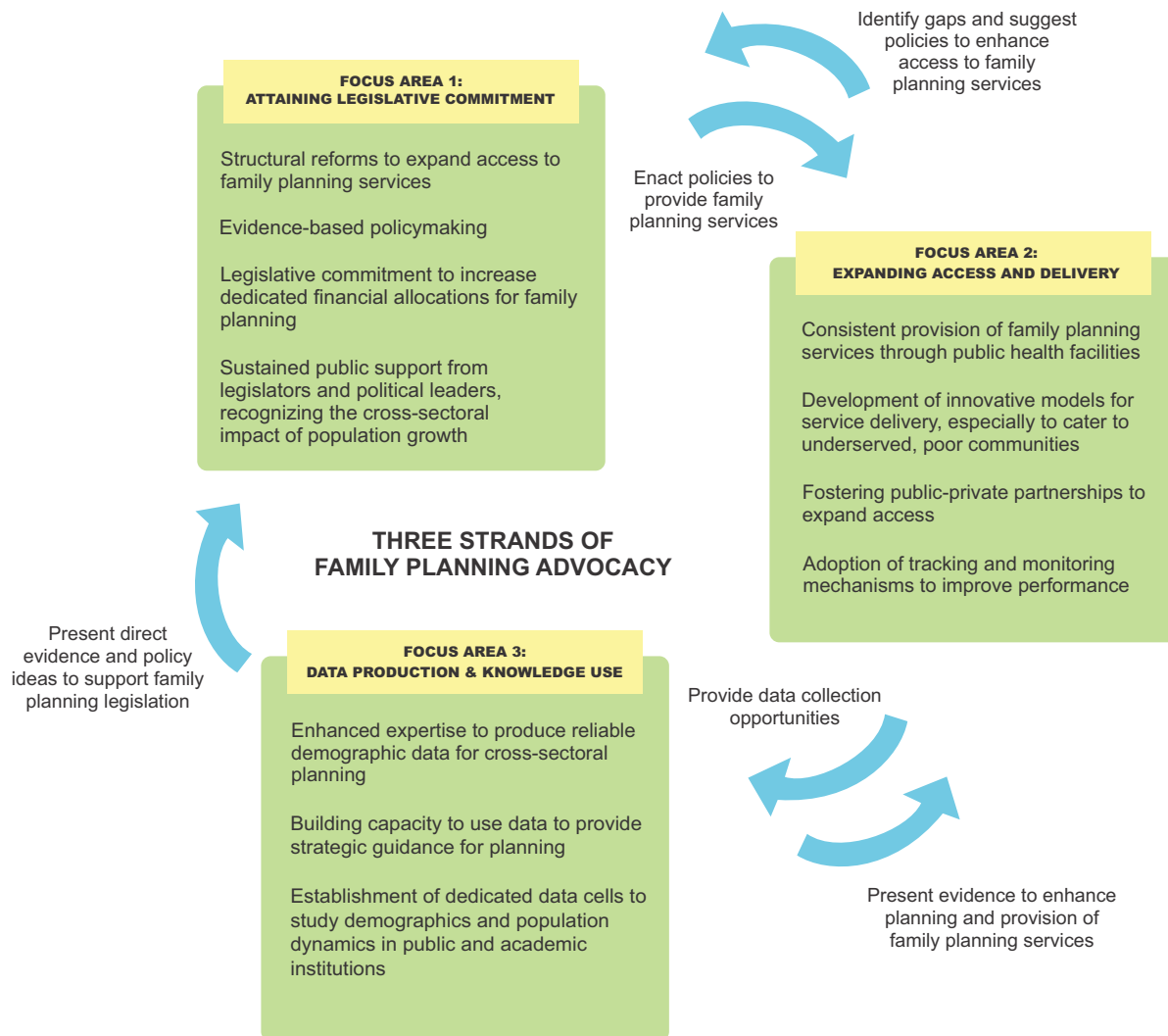


SECTION 03

THEORY OF CHANGE: THE THREE STRANDS



This strategy aims to address a critical roadblock in Pakistan's road to sustainable development – rapid population growth – by way of three focus areas: driving legislative change, expanding access and service delivery, and improving demographic data production and usage. These three strands will work in tandem to lead efforts, both legislative or programmatic, converging into a singular movement to create lasting change by addressing high unmet need among Pakistanis and ensure increased voluntary use of family planning services. The illustration below identifies the three focus areas of this strategy and outlines the mechanism by which each strand helps achieve the consolidated goals of this strategy.



INTENDED IMPACT: A major fertility transition in the Pakistani population, fueled by increased voluntary use of family planning services (especially among those with a high unmet need), which will ultimately improve people's quality of life and result in significant gains towards sustainable development.

As highlighted in the figure above, each focus area of this strategy works towards achieving specific outcomes that, together, create a supportive policy and programmatic environment where such an impact is not only possible but also viable. Each strand, therefore, operates on separate (but interlinked) theories of change that are as follows:

Section 3.1

ToC for Focus Area 1: Legislative Change

Legislative action can herald systemic change. A relentlessly high population growth rate warrants advancing Pakistan's policy stance on family planning to enable fertility transition. To create legislative change, this strategy recommends the use of direct advocacy in the form of public seminars, trainings, and other parliamentary engagement to raise awareness about the links between population growth and national development and the urgent need to institute policy initiatives that will allow Pakistan to harness its demographic dividend. This direct advocacy will be supplemented with publications and communications materials that present concrete evidence and policy suggestions.

Additionally, this strand will capitalize on media opportunities to promote more open discussion in public sphere on family planning and its benefits. These opportunities will serve a two-fold purpose: 1. To encourage politicians to present legislative initiatives to expand access to family planning services, 2. To hold legislators and enforcers accountable for the implementation of programs to curb population growth.

The overarching aim for this strand is to cultivate champions for the cause – legislators, leaders of opposition parties, development experts, religious leaders, and media personalities – who can speak to the urgency of the cause in clear, articulate language that is rooted in evidence. These champions will provide crucial public endorsement, through integrated print, electronic, and social media messaging, to mainstream conversations about family planning to cultivate a favorable environment for the intended impact of this strategy.

These efforts should result in the following changes:

- Consistent endorsements from the national and provincial leadership, especially the Prime Minister and Chief Ministers, with direct emphasis on curbing rapid population growth to improve public welfare and sustainable national development;
- Supportive and successful legislations that create an enabling environment for fertility transition, specifically legislation to designate access to family planning as a human right and to expand services by mandating health departments to deliver family planning services;
- Greater financial allocations for family planning services;
- Concerted and consistent messaging in the media that fosters a sense of urgency to institute family planning initiatives that can alleviate the adverse effects of a large and growing population on national development; and
- Supportive statements from religious leaders that are rooted in the Islamic traditions of: cultivating *meezan* (balance), in this case between people's welfare and national resources; safeguarding the health of mother and child through birth spacing.

OUTCOME: If political leaders are informed about the urgency for evidence-based legislation pertaining to family planning through direct engagement and a concerted media campaign is executed to amplify the need for expanding access to family planning services through surrogates and 'champions,' then

there will be public consensus among key decision makers about the need to cultivate balance between population and national resources as well as the urgent need for legislative action to reduce Pakistan's high population growth rate.

Section 3.2

ToC for Focus Area 2: Access and Expansion

The majority of Pakistan's vast population resides in rural areas where access to family planning facilities can often be limited or non-existent. Therefore, there is significant need to invite innovation to expand access to and delivery of family planning services, especially for poor communities that are disproportionately affected.

The bulk of advocacy goals for this strand will be directed towards provincial governments and provincial PWDs that are responsible for delivering family planning services. Through direct advocacy, evidence will be shared with authorities through workshops, trainings, seminars, and formal meetings that should be supplemented with policy briefs, factsheets, and other communications materials. Moreover, ideas and methodologies for expenditure tracking and accountability mechanisms that can be readily employed and scaled will be presented during these meetings with public officials.

Interactions with public institutions will be geared towards encouraging provincial leaders to consider the viability of public-private partnerships for innovation in service delivery and seek out potential collaborative partnerships with technology-based social enterprises and private healthcare providers. Relevant parties will also be briefed about new programmatic approaches to expand the use of family planning through existing public schemes such as the Benazir Income Support Programme (BISP).

These efforts should result in the following changes:

- Provincial governments double their budgetary allotments for family planning services in their respective expenditures;
- Provincial authorities install accountability mechanisms to track the use of allotted funds through all public institutions involved in service delivery, and install monitoring and evaluation mechanisms to enhance the ability of PWDs to effectively dispense family planning services;
- Development and implementation of public-private partnerships to foster greater involvement of private entities in the provision of family planning services;
- Piloting of innovative approaches through existing public programs to expand accessibility of family planning services for the poor; and
- New evidence to exhibit the feasibility of delivering family planning services as part of primary healthcare.

OUTCOME: If provincial governments increase budgetary allotments for family planning services, the performance of public facilities dispensing family planning services is effectively monitored and improved, and innovative delivery models are adopted to serve poor communities, then Pakistan's

national and subnational capacity to accelerate delivery and accessibility of high-quality family planning services and counselling will substantially increase.

Section 3.3

ToC for Focus Area 3: Data Production

Without adequate and multi-faceted information about Pakistan's changing demographic dynamics, political leaders will remain incapacitated to enact policy that can address existing issues to affect real change and advance developmental progress in the country. Demographic data production and appropriate use of that knowledge and evidence is, therefore, crucial for cross sectoral planning and policy making in Pakistan. There is clear evidence that countries which recognized the cross-sectoral linkages between population and development planning and then invested in family planning were able to fuel economic growth, reduce poverty, and improve living standards of their citizens.

The primary objective of this strand is to convince existing public institutions such as the Pakistan Bureau of Statistics as well as federal and provincial level planning departments to enhance data production and analysis capabilities through institutional strengthening. This goal will largely rely upon direct advocacy, trainings, and consultations with relevant leaders to emphasize the lack of population data for cross-sectoral policymaking. Concurrently, training manuals and guidelines will be developed to equip government officials with appropriate skills for integrating demographic data for cross sectoral planning.

These efforts should result in the following changes:

- Government planners in all provinces will have enhanced capacity to utilize information regarding population dynamics in annual plans;
- Regular collection, processing, and dissemination of demographic data by PBS by establishing a demographic unit;
- Active use of data by Planning Commission by creating a consortium of think tanks to inform cross-sectoral planning and policymaking; and
- Generating an adequate supply of qualified demographers and population analysts by setting up population research centers at two universities.

OUTCOME: If new institutions are established for data production and research at public and academic institutions, then Pakistan's internal capacity to generate and analyze disaggregated population data will increase, which can then be circulated among government circles to inform evidence-based policymaking to include family planning services in planning, budgeting, and monitoring at the federal and provincial levels.

ASSUMPTIONS: The changes outlined in this section rely on a set of assumptions that dictate the accomplishment of each of the three outcomes of this strategy. These assumptions include:

- **Political Support:** Sustained political will to push legislation and to enact changes to expand budgetary allocations of family planning on the federal and provincial levels from all major political

parties. Provincial governments will be willing to mandate the provision of family planning services through their respective Departments of Health.

- **Public Support:** Media outlets and journalists will actively recognize the urgency behind rapid population growth and the newsworthiness of family planning as a cross-sectoral solution to the economic crisis that Pakistan currently faces. Similarly, assuming that key religious leaders will stand by their support for family planning as permissible, and that civil society organizations, service delivery NGOs, and health professionals' associations will be willing to contribute to advocacy efforts where possible.
- **Institutional Support:** Corporations and private entities will be willing and able to enter into collaborative partnerships with public institutions. Key governmental and academic institutions will recognize the need to improve Pakistan's capacity to produce and analyze timely demographic data.

SECTION 04

STRATEGY FOR TRANSFORMATIVE CHANGE

Section 4.1

Focus Area 1: Attaining Legislative Commitment and Public Support

The overall objective for Focus Area 1 is to engage the country's political leadership in an active dialogue about structural legislative reform to prioritize family planning as part of the national development agenda. Such change requires sustained political support and legislative commitment to increase public investment in the expansion of access and delivery of family planning services - the second focus area of this strategy.

Goals

Lasting legislative change to prioritize family planning will require a concerted, multi-pronged approach that will include supportive public statements, administrative commitments, and lobbying. Specific goals for this focus area are as follows:

1. Public statements from the Prime Minister, President, Chief Ministers, and other members of federal and provincial legislatures to promote family planning as a key factor in national socioeconomic development.
2. Attain financial commitments from relevant ministries at the:
 - Federal level: To increase allocations for family planning by 20 percent in the Public Sector Development Programme by 2020;
 - Provincial level: To increase allocations for family planning services in provincial budgets by at least 30 percent by 2022.
3. Attain commitments from at least two Chief Ministers to establish monitoring and accountability mechanisms to ensure the uninterrupted provision of family planning services through all levels of public health facilities.
4. Pass legislation in the National Assembly by 2022 to:
 - Legally induct right to family planning as a human right; and
 - Family Planning & Reproductive Health (FP&RH) Rights Bill to make provision of family planning services mandatory for all general healthcare facilities, public and private.

Targets & Messaging

TARGET	DESIRED ACTION	MESSAGING
PRIMARY TARGETS		
Prime Minister	Lead legislative momentum, make public statements on the urgency of tackling unbridled population growth and its effects on national development; and make federal allocations for family planning	<i>“Population growth is a cross-sectoral issue that requires immediate legislative attention to curb and alleviate its adverse effects on the country’s natural and economic resources. If Pakistan’s population continues to grow at its current rate, it is highly likely that Pakistan population will double in 30 years.”</i> <i>“Family planning is a practical and strategic investment in the country’s future and every dollar spent yields a return worth \$120.”</i> <i>“Access to FP should be a human right to improve the quality of life for future generations, and the government must mandate universal provision of FP services and counseling through public and private healthcare facilities.”</i> <i>“FP must be prioritized in government’s development agenda to conserve the environment and natural resources, and for a greener and cleaner Pakistan.”</i>
Chief Ministers	Foster legislative will at the provincial level to increase public investment in family planning, and make administrative provisions to provide family planning services through all public health facilities	<i>“In order to improve human development indicators and to meet SDG 2030 goals, we must mainstream family planning in health services and ensure all public health facilities provide ready access to contraception and counseling.”</i> <i>“We must enhance access by developing innovative models for delivery to address the unmet need for contraception efficiently, especially in rural and underserved communities.”</i> <i>“Provincial budgets for family planning must be doubled in the light of Supreme Court task force’s recommendations.”</i>
President	Lead a public discourse about our collective responsibilities to use family planning services in order to conserve national resources and ensure progress	<i>“It is our collective responsibility to ensure a healthy, prosperous, and sustainable Pakistan for future generations. Without proper access to family planning services, the population’s burden will hinder the achievement of our development goals over the next decade.”</i>

TARGET	DESIRED ACTION	MESSAGING
Members of the Parliament and Members of Provincial Assemblies	Become champions for family planning services and support legislation to make family planning a human right; and to influence their respective governments to enhance access for improving the health of mothers and children in their constituencies	<i>“Population growth is a cross-sectoral issue that requires immediate legislative attention. Elevating access to family planning to a human right - as declared by the United Nations International Conference on Human Rights in 1968 - is a practical and strategic investment in Pakistan’s future.”</i> <i>“There are many women in your area who are dying due to repeated unwanted pregnancies or opting for unsafe abortions. We must mandate premarital counseling for all Nikkah registrants through LHWs or other appropriate providers.”</i>
SECONDARY TARGETS		
Minister of Finance	Advocate for special federal allocations for family planning	<i>“Population growth is a cross-sectoral issue that requires immediate attention. Pakistan needs to make special allocations to expand access to family planning services in order to meet its development goals.”</i>
Minister of National Health Services	Emphasize FP2020 goals to the PM and provide coordination and stewardship to provinces to achieve their respective targets to help achieve Pakistan’s international commitments in FP	<i>“Rapid population growth has a direct impact on Pakistan’s health indicators, particularly those pertaining to maternal and infant health. Other countries in the region are addressing similar challenges by providing greater access to family planning services and information.”</i> <i>“Better coordination and regulation is required at the federal level.”</i>
Minister of Education	Prioritize girls’ education and ensure proper implementation of Article 25A of the Constitution and emphasize its importance in achieving SDG 2030	<i>“Expanding access to quality education, especially for girls, is a determining factor in the prevalence of contraceptive use. When women are educated, their tendency to use family planning increases drastically.”</i>
Minister of Human Rights	Introduce legislation to make family planning a human right and seek support for the bill from the PM and the National Assembly	<i>“Population growth is a cross-sectoral issue that requires immediate legislative attention. Elevating access to family planning to a human right - as declared by the UN International Conference on Human Rights in 1968 - is a practical and strategic investment in Pakistan’s future.”</i> <i>“The Supreme Court’s suo moto notice on population was part of a decision on a human rights case (HR Case 17599).”</i>
Minister of Climate Change	Establish explicit scientific links between population growth and environmental degradation and the worsening impact of climate change	<i>“Pakistan is one of the most vulnerable countries to the effects of climate change - if our population keeps growing at its current rate, the country will soon face more intense natural disasters, increased environmental degradation by way of rapid land use.”</i>

Tactics

Direct Advocacy: In order to push family planning as a legislative priority consequential to national development, informational seminars, one-on-one meetings, and regular briefings will be required to generate and sustain interest from the primary targets of this focus area. This could manifest, for instance, as regular briefings for the Prime Minister, chief ministers, cabinet ministers, and chief secretaries to inform them about the cross-sectoral impact of population growth on development and current issues that are of interest such as water scarcity, access to education, and national health indicators. Research on the cross-sectoral impact of population, carried out by the proposed think tank consortium set up at the Planning Commission (Focus Area 3), will inform evidence-based policies.

These interactions will serve as strategic opportunities to provide compelling evidence about population growth's impact on sustainable development as well as to establish the impetus for implementing legislative solutions that will enable fertility transition.

Lobbying: Since passing specific legislation is a goal of this focus area, it will require stringent advocacy, based on persuasive evidence that such legislation will facilitate meaningful change in the country.

- *Through Pakistan Institute for Parliamentary Services:* PIPS will serve a strategic purpose in lobbying efforts by providing a forum to share nonpartisan research and knowledge pertaining to socioeconomic issues caused by the low prevalence of family planning services in the country with federal and provincial legislators.
- *Through relevant parliamentary members:* To meet with cabinet ministers and specific committees to highlight the need for legislative change – to mandate family planning services provision through public and private health facilities, for example – and how such change could have crucial ripple effects on national development.

Section 4.2

Focus Area 2: Expanding Access and Delivery

This strand pertains to improving service delivery of family planning across the country and fostering engagement between the public and private sectors, which will be rooted in evidence generated through research and pilot testing. Since Focus Area 1 will engage Chief Ministers directly to advocate for availability of family planning services at all municipal health facilities, Focus Area 2 will direct advocacy efforts towards developing new delivery models to ensure all individuals seeking contraception and/or family planning counseling – especially women with significant unmet need – have ready access to services. In addition to advocating for increasing budgetary allocation by the provinces, advocacy will lay equal emphasis on instituting better expenditure tracking and monitoring to make effective use of existing budgets.

Goals

The main objective for this strand is to advance initiatives in both public and private sectors so that resources can be shared and leveraged to improve access to family planning services in order to meet goals set by the Supreme Court's Action Plan in January 2019. These goals include: increasing CPR to

50 percent by 2025 and to 60 percent by 2030, which should lead to the population growth rate dropping from 2.4 percent to 1.5 percent per annum by 2024 and to 1.1 percent by 2030, and national fertility dropping to 2.8 by 2025 and 2.2 by 2030:

1. Introduction of innovative models for family planning service delivery by all provincial governments by 2022 to directly address the unmet need for contraception among poor communities.
2. Development of new public-private partnerships by provincial governments, in coordination with corporate entities and technology-based social enterprises to expand access to family planning services.

Targets & Messaging

TARGET	DESIRED ACTION	MESSAGING
Department(s) of Finance	Increase provincial allocations for family planning services	<i>"Population growth is a cross-sectoral issue that requires a consolidated effort at the provincial level to alleviate its adverse effects on national development. If Pakistan's population continues to grow at its current rate, Pakistan will miss its SDG 2030 goals."</i> <i>"Family planning is a practical and strategic investment in the country's future with a high return on investment."</i>
Department(s) of Health	Provide family planning services through all public health facilities and institute accountability measures, in coordination with PWDs, to ensure provision	<i>"Population growth is a cross-sectoral issue that requires a consolidated effort at the provincial level to alleviate its adverse effects on national development. If Pakistan's population continues to grow at its current rate, Pakistan will miss its SDG2030 goals."</i> <i>"Expansion of access to family planning services will improve your province's overall health indicators and improve maternal and infant health."</i> <i>"Expand the Lady Health Worker home visit program to provide contraceptives and counseling in rural areas, where the unmet need is highest."</i>
Population Welfare Department(s)	Develop new, innovative delivery models in coordination with private entities that directly address community-level hindrances to access; adopt international standards for expenditure tracking for better utilization of budget.	<i>"Population growth is a cross-sectoral issue that requires a consolidated effort at the provincial level to alleviate its adverse effects on national development. If Pakistan's population continues to grow at its current rate, Pakistan will miss its SDG 2030 goals."</i> <i>"Increased use of family planning services will lower fertility rates and slow down population growth, easing the burden on provincial resources leading to prosperity and balance between resources and people."</i>

TARGET	DESIRED ACTION	MESSAGING
		<i>"In order to improve your Department's performance, you need to innovate and adopt new approaches."</i>
Department(s) of Education	Implement Article 25A of the Constitution fully, specifically invest in girls' education, and enhance programs to bring out-of-school children into public schools	<i>"Population growth is a cross-sectoral issue that requires a consolidated effort at the provincial level to alleviate its adverse effects on national development. If Pakistan's population continues to grow at its current rate, Pakistan will miss its SDG 2030 goals."</i> <i>"A person's level of education has a direct correlation with the use of contraception. Countries with higher level of literacy have higher CPR."</i> <i>"Education is the primary factor in improving literacy and health outcomes in your province – the more educated a person is, the more likely they are to use family planning services."</i>
Department(s) of Environment OR Environmental Protection Agency	Raise public awareness about escalating environmental pollution and extreme effects of climate change in the wake of rapid population growth	<i>"Rapid population growth will only exacerbate environmental degradation, will magnify the effects of climate change, and lead to prolonged food and water shortages."</i> <i>"Population growth is a cross-sectoral issue that requires a consolidated effort at the provincial level to alleviate its adverse effects on national development. If Pakistan's population continues to grow at its current rate, Pakistan will miss its SDG 2030 goals."</i> <i>"Balance between population and resources reduces environmental degradation, climate change, and pollution."</i>
Leaders of Public Initiatives and Civil Society Organizations (Benazir Income Support Programme, Punjab Population Innovation Fund)	Develop and pilot new delivery programs in coordination with provincial departments to address unmet need for family planning among the poor	<i>"Poor women remain the most underserved population segment and have the highest unmet need for contraception and other family planning services. Poor communities, in general, have the largest gaps in family planning service access."</i>
Private Sector Healthcare and Family Planning Providers	Augment public sector family planning service provision through PPP and work with social-tech enterprises to expand access	<i>"There is a large unmet need for family planning services especially in rural areas where access to public facilities is difficult. Offering family planning services in your area to those most in need will not just expand your clientele but will also be financially lucrative."</i>

Tactics

Direct Advocacy: In order to carry out plans to expand access to family planning at the provincial level, heads and representatives of the departments listed above will need to be engaged through informational seminars, one-on-one meetings, and regular briefings to highlight the importance of achieving universal access to family planning

These meetings with provincial ministers, and provincial bureaucrats will be opportunities not just to inform officials about the cross-sectoral impact of population growth but also to identify gaps in service delivery that can benefit from inter-departmental coordination and/or private investment partnerships. For instance, PWDs and DoHs may highlight financial shortcomings that require the finance department's attention or seek out private investment.

These will also be strategic opportunities to create impetus for sustained investment in family planning and fostering coordination between PWD and DoHs to meet FP2020 goals through public-private partnerships to offset the burden of unmet need for contraception, especially among poor communities.

Fostering Collaborative Innovation: This particular tactic will actively foster meaningful connections between existing public initiatives, private family planning providers, and technology-based social enterprises – all strategic partners for this focus area – to develop innovative models for family planning delivery.

Innovative models should ideally fill gaps in each province's healthcare infrastructure and cater to underserved, marginalized populations that have a high unmet need for family planning and are currently not within the reach of existing programs. These models should not only be sustainable and scalable but also be able to provide a variety of affordable contraceptive methods so that individuals may easily make use of methods most suitable for them.

Examples of innovative models include ICT solutions (text messages, apps, social networks) for delivery of contraceptives, digital solutions to enhance the efficiency of private providers and community-based distribution channels, digital youth-oriented IEC campaigns, promotion and distribution of male contraception, and so on.

BISP is a vast public initiative that supports over five million beneficiaries with supplemental grants for poverty reduction. It is likely that BISP's beneficiaries also have a high unmet need for family planning. Therefore, BISP will be engaged to institute conditional grants to incentivize the use of family planning services among women in low-income communities. Similarly, PPIF already works in the family planning arena, providing doorstep services and other informational resources. PPIF would, hence, be an ideal organization to engage in pilot programs to test innovative models of family planning service delivery in Punjab.

To ensure that private healthcare providers across the country provide access to family planning services, help will be sought from various national medical associations to involve private hospitals, clinics, and independent medical practitioners through their internal networks. These associations include Family Physicians' Association, Pakistan Medical Association, and regulatory authorities such as Healthcare Commissions at the provincial level.

Section 4.3

Focus Area 3: Data Production and Use of Knowledge

Reliable and accurate data, in many ways, is the foundational component of heralding change in Pakistan's population dynamics and promoting the use of family planning services. This focus area is geared towards enhancing the expertise of Pakistani data analysts to study demographics and build capacity among data users to employ key findings in development planning. Knowledge gleaned from such data analyses can provide strategic guidance for evidence-based policymaking for sustained national development as outlined in Focus Area 1 and also inform monitoring and improvement of service provision in Focus Area 2.

Goals

The sole objective for this strand is to advocate for building national institutional capacity to produce and use reliable disaggregated population data for evidence-based policymaking. Federal and provincial officials will be urged to establish institutions for data production and analysis in governmental and academic sectors. This will be achieved by:

- A “Demographics Unit” at the Pakistan Bureau of Statistics (PBS);
- A “Demographics Cell” at the Department of Planning in each province;
- A population-centered consortium of think tanks at the Planning Commission of Pakistan (PCP), which is housed under the Ministry of Planning, Development & Reform;
- Population research centers at two national universities; and
- Dissemination of cross-sectoral guidelines to integrate population dynamics in planning.

Targets & Messaging

TARGET	DESIRED ACTION	MESSAGING
Minister of Planning, Development & Reform	Establish a consortium of think tanks at the (PCP) to enhance its capacity to use reliable data to generate policy ideas for national planning	<i>“PCP can enhance its role as the hub of development planning by proposing reliable research-based policy initiatives that recognize population as a cross-sectoral issue that is crucial to sustainable national development.”</i>
Director General of the Pakistan Bureau of Statistics	Regular production and dissemination of useable disaggregated population data to direct national and provincial policies	<i>“Reliable and accurate demographic data can help outline which sectors need the most resources to develop. Without such data we remain unable to plan, implement and monitor solutions that can help provinces achieve their sustainable development goals.”</i>
Directors of Provincial Department(s) of Planning; Finance; Health; Education; & others	Integrate population dynamics into provincial planning and resource allocation	<i>“All policymaking should rely on accurate and reliable data that can help direct national resources towards sectors that are most in need. Producing disaggregated population data will help improve planning capacity and enhance Pakistan’s developmental potential.”</i>

TARGET	DESIRED ACTION	MESSAGING
Deans of Universities	Establish population research centers to train new demographers and to produce evidence linking population decline and gains in national development	<i>"We need to ensure that all policymaking is based on real evidence and data. Without population research centers, there will continue to be little or no evidence-based policymaking."</i> <i>"There is a dearth of demographers in Pakistan and these population research centers will give rise to a new generation of population specialists in the country."</i>

Tactics

With a rapidly growing population and scant datasets available to examine and predict the long-term effects of population growth, it is essential that the government invest in data production and use it as a key reference point in all family planning-related policy initiatives to devise targeted solutions to shrink the unmet need for family planning services in the country.

To emphasize the immediacy of this situation, direct advocacy will be the primary tactic for Focus Area 3. Representatives will conduct in-person meetings with the administrators identified to underline the need for population and development-related data production in order to influence policy and ensure the fair use of national resources. Targeted advocacy workshops and meetings with ministers, directors, and academics, will be a strategic opportunity to highlight the cross-sectoral impact of population growth and that pertinent knowledge regarding Pakistan's population dynamics will likely prove monumental in the long run.

SECTION 05

INFLUENCING THE INFLUENCERS

Meaningful action on family planning-related policy is dependent on a conducive environment in which public opinion demands sustained action from political leadership. This environment can be strategically fostered by “influencers” such as religious leaders and media personalities. Since family planning initiatives have faced religious opposition and public apathy in the past, it is necessary for this advocacy strategy to cultivate an echo chamber of supportive voices, who can advocate for the need to expand access to family planning services. While the media engagement strategy section will delve into specific tactics to favorably maneuver public opinion about family planning, it is important – in the purview of this advocacy strategy – to pay close attention to the following stakeholders and their respective audiences:

Religious Leaders

Islam occupies a large space in Pakistan’s public realm and religious leaders wield significant power to sway public opinion. Although, historically, there has been tacit opposition toward family planning (particularly toward publicity to promote contraceptive use), there have been positive changes in recent years.

At the 2015 National Population Summit, a panel of religious leaders joined policymakers and other politicians to release a landmark consensus statement in support of promoting family planning for national welfare. Nearly 500 religious clerics from Khyber Pakhtunkhwa later endorsed the statement from 2015 Summit and further pledged to disseminate the message within their local circles.

Ambiguity and misperception, however, remain in public discussions about the permissibility of family planning services in Islam. In order to counter such uncertainty, the Islamic perspective on family planning needs to be reframed under the ‘New Narrative’ as a religious and spiritual struggle to achieve a divine balance and not “transgressing” the path of moderation, as mandated by the Quran:

“And He raised the heaven and established the balance. Do not transgress the balance. You shall establish justice; do not violate the balance,” – The Qur’an, 55:7-9

Religious leaders will be engaged and primed to serve as influential surrogates, especially during key media opportunities, to express unequivocal support for the use of family planning services to stress the need to strike a balance between the country’s population and its natural resources in addition to safeguarding mother and child’s health. For this, we can rely on existing relationships as well as identify other progressive clerics who can help sensitize their followers about the permissibility of family planning as well as its importance.

Opinion Leaders

With a burgeoning television industry, there is no shortage of media personalities in Pakistan who have a vast reach in terms of audience. Television actors, musicians, talk show hosts, and cricketers, in

particular, are individuals with considerable clout in the public domain, and their influence is established in PEA's recommendations. Since these individuals are also usually inclined to develop currency in their personal brands through social responsibility, they can become key surrogates to amplify population-development messaging.

These individuals do not necessarily have to be engaged for specific media opportunities; since most public figures in Pakistan are active on social media – some have millions of followers – it would be a sound approach to provide content and messaging to select celebrities or 'champions' that they can disseminate through their social media channels to ignite a robust online conversation about family planning.

TARGET	DESIRED ACTION	MESSAGING
Religious Leaders	Make supportive statements about family planning and demand that the government do more to combat rapid population growth	<i>"Islam places great emphasis on engendering a divine balance, or meezan, in our everyday lives as Muslims. This also applies to living within our means as a country – we must unequivocally support the use of family planning and establish its permissibility under the tenets of Islam."</i> <i>"Birth spacing is critical for mother and child health and Islamic injunction of breastfeeding a child for at least 2 years is a way to ensure that neither the mother and rest of the family are burdened."</i>
Civil Society Leaders		<i>"In order for real change to occur the government needs to be held accountable to ensure that all health facilities are able to provide a variety of high-quality contraceptives and counseling."</i> <i>"Pakistan has a young population, but youth of the country need education and vocational skills to contribute to the progress"</i> <i>"CSOs can advocate for quick implementation of SC recommendations endorsed by the CCI that call for the government to do legislation to provided pre-marital counseling on FP at the time of Nikah to the young couples & inclusion of life skills education at secondary & higher secondary schools"</i>
Media Personalities		<i>"A large population has a cross-sectoral impact on Pakistan's development goals. We must raise awareness about family planning services to lower the national fertility rate, so that the country can prosper and grow economically."</i>
Public Figures (Actors, Musicians, Athletes and Other Celebrities)		<i>"It is our collective responsibility to ensure a healthy, prosperous, and sustainable Pakistan for future generations. Without proper access to family planning services, the population's burden will hinder the achievement of our development goals over the next decade."</i> <i>"Our maternal and infant mortality indicators are some of the worst in the world. Family planning is the key to improving the health of both mother and child."</i>

SECTION 06

MEDIA ENGAGEMENT

In 2018, Population Council devised a separate media strategy to communicate directly with print and electronic media outlets about the need to disseminate messaging about the cross-sectoral impact of population and the need for greater investment in family planning service provision to enable fertility transition in Pakistan.

The primary goal of media engagement is to create awareness among the public about developmental challenges caused by a large, rapidly-growing population. The media can be a key force to demand evidence-based planning and policymaking and hold federal and provincial governments accountable if they do not fulfill their policy commitments. Evidence-based media messaging can be instrumental in highlighting the population and development nexus to emphasize how the country's age structure can be leveraged to harness its demographic dividend and to achieve SDG2030 goals.

This engagement strategy offers a fresh narrative to the media about fertility decline, making connections between low fertility and economic growth, improvement of macroeconomic indicators, and achievement of health and education goals. Therefore, the strategy includes sensitizing media owners, media professionals, facilitating resources, and generating evidence-based media discourse on population and related issues.

A general outline for engagement with media professionals is as follows:

- To identify gaps and build capacity among media professionals to encourage media coverage of population in relation to development;
- To explore new and innovative ways to mainstream population issues beyond conventional news coverage formats through scripted television, talk shows, and social media;
- To produce and share new, convincing evidence on population and development with the aim to influence policymakers, religious leaders, civil society, and other key stakeholders;
- To support the development of population-related content that garners attention, is engaging, and is easily retained across diverse media platforms; and
- To streamline and connect existing supportive voices in the media for a snowball effect that capitalizes on current issues, such as water scarcity, to situate family planning in mainstream media discourse.

Tactic 1: Media Coalition

To improve reporting on population and development, Population Council will convene a Media Coalition with representatives from a diverse group of media outlets – including but not limited to owners, publishers, news anchors, beat reporters, desk editors, editors, assignment editors– from

print, television, radio, and/or social media. The Coalition will meet every quarter to identify and discuss successes as well as gaps in reporting about population and come up with solutions to close those gaps. The Coalition will include national and regional media outlets, especially for broadcast media, to disseminate messaging in as many different languages as possible. In conjunction with the Coalition, the Pakistan Electronic Media Regulatory Authority (PEMRA) will be asked to mandate free airtime for family-planning-related messaging and content on primetime television and radio.

Tactic 2: Timely Media Briefings

Influencing policy change is dependent on maintaining consistency in the quality and frequency of messaging that highlights the adverse effects of a growing population on national development. Therefore, a significant portion of media engagement will leverage relationships with media outlets on key national and international events that provide fitting media opportunities to amplify population-related messaging.

Tactic 3: Reinforcing the Message

Media Surrogates: Population Council will enlist help from experts from the fields of development, economics, and health who will serve as surrogates during crucial media opportunities. The Council will offer these experts for interviews to members of the Media Coalition. These experts and their endorsement of the 'New Narrative' will help persuade and encourage audiences to use family planning services and/or pressurize their representatives in parliament to take legislative action to expand access.

Tame Language: As the PEA outlines, Pakistanis generally do not actively respond to extreme language in advocacy messaging. Particularly, framing the population issue as an impending disaster bears the potential to breed apathy towards the subject. Experts recommend the use of rather goal-oriented messaging – to emphasize the importance of birth spacing for the wellbeing of a larger family unit, for instance – which is likely to yield more engagement from the public.

Media Kits: Population Council shall also prepare IEC materials, such as policy briefs and factsheets featuring key data points and evidence, to help journalists frame evidence-based stories pertaining to highlight links between population and development. These materials shall also be distributed at press conferences, media opportunities, and to government officials to reinforce population-development dynamics.

SECTION 07

SOCIAL MEDIA: AMPLIFYING THE MESSAGE

According to various estimates, there are roughly 35 million social media users in Pakistan, an overwhelming majority of whom primarily use Facebook on their smartphones. While Facebook tends to be the main social media platform used by most Pakistanis, varying segments of internet users in the country also frequent on Twitter, Instagram, and YouTube. Each of these websites provides tools to reach specific and sizeable audiences, which can be leveraged as a strategic opportunity to create and propagate engaging content that speaks directly to young Pakistanis – a key demographic that requires engagement about family planning services – about the variety of choices available to them.

Tactic 1: Driving Discourse

Each of these platforms employ unique algorithms to drive content engagement and, therefore, have different audiences frequenting them. For instance, Twitter users in Pakistan tend to be more educated, interested in discussions about current events, and follow news trends. Twitter, then, would be a great platform to inject discourse about the effects of rapid population growth on national development, and speak with policymakers and politicians directly to sensitize them to pass legislation to make family planning a human right. This can be achieved by hopping on to relevant hashtags and engaging popular users to retweet messages favoring family planning.

Tactic 2: Visual, Shareable Content

Facebook and **Instagram**'s algorithms, on the other hand, give preference to visual content – Facebook, in fact, limits the text to image ratio on sponsored content. Therefore, the most viable avenue for social media advocacy on these platforms is visual; informative images, infographics, and video content are likely to gain traction and expose a larger audience to family planning messaging. Social media content should also aim to be shareable – this means that produced content cannot just be informative, it has to be engaging (have a humorous edge to it or be relevant to trending topics) for users to share it within their circles.

A great example of shareable content is something that operates as an event or a “spectacle.” Collaborations with content creators on Facebook and YouTube – ranging from individual vloggers to Facebook pages dedicated to everyday humor, arts, and news – can yield a large, otherwise untapped audience towards family planning messaging. Collaborations to produce scripted and/or featured content about population dynamics to illustrate the immediacy of reducing fertility to support Pakistan's development goals could also prove immensely effective.

Tactic 3: Audience Outreach

Most social media platforms today offer tools to sponsor posts; these are strategic tools that allow users to select a target audience for posts and adjust geographical and demographic parameters for the kind of audience a user might want to reach. These tools can be instructive in reaching out to

young Pakistanis, in both rural and urban areas, and provide direct messaging about family planning services to encourage its use and dispel misconceptions about its permissibility or side effects.

Tactic 4: Enlisting “Champions”

Since most public figures in Pakistan – politicians, athletes, celebrities, and so on – usually maintain an online presence, social media can serve as a strategic tool to enlist ‘champions’ for family planning, who can also reiterate the cross-sectoral implications of rapid population growth. By way of fostering direct conversation among large audiences, social media can be a substantial advantage to family planning-related advocacy efforts, especially when relevant messaging is shared with an array of institutions with sizeable social media followings. These include:

1. **Media Houses:** According to survey data from Gallup, 45 percent of Pakistani internet users seek out online news daily, of which Millennials make up a large proportion. Various national and local media outlets generate shareable content for their social media platforms as ‘on the go’ information, and these platforms are frequented by young users who often contribute to online conversations. These pages, therefore, could be a valuable asset to this advocacy strategy.
2. **Academic Institutions:** Since social media is an effective tool to communicate directly with the youth, academic institutions’ digital platforms are viable venues to sensitize young people to family planning and educate them about access and proper use. These individuals can then become of champions for family planning rights in their own communities, which is arguably more impactful than any direct advocacy through external media.
3. **Public Sector:** Fostering partnerships with online platforms of relevant government departments is integral to reach out to a diverse audience through official channels. Social media content from the public sector is often seen as endorsement of an issue, and is likely to be taken seriously by the media and online users.
4. **Civil Society Organizations:** CSOs use social media to bolster citizen participation and to cultivate a sense of communal responsibility; therefore, they are in a position to hold political leaders accountable by creating real-time and direct online actions. To reach its online advocacy goals more efficiently, Population Council has mapped civil society organizations working on family planning and other cross-sectoral issues (such as girls’ education, health, environment, and so on) to partner with in order to engage their audiences in political action and to generate an online discourse about family planning simultaneously.

Tactic 5: Sustaining Commitment

Furthermore, because of the ability to communicate directly with public figures, social media can also serve as an accountability mechanism to publicly call out politicians, public institutions, and even media outlets that do not fulfill their respective commitments to family planning agendas. For instance, if a legislator is vehemently opposed to family planning policy, social media can be an effective method to direct public attention towards them and to inform them with evidence in a public space like Twitter.

If used in a strategic manner, social media can be a valuable asset to this advocacy strategy. With its ability to immediately reach a vast and young audience, engaging social media content can drive public discourse and further compel media outlets to highlight the issue of population growth justly in their coverage as well as policymakers to take meaningful action on the matter.

SECTION 08

KEY OPERATING PRINCIPLES

The three strands outlined in this advocacy strategy operate as specialized locomotive parts of the same engine that has been designed to propel Pakistan towards lasting, transformative change marked by increased use of contraception and family planning services. While each of these strands function in their own respective lanes, they share a fundamental characteristic in that all three focus areas have been designed to demand interaction with each other (as outlined in the theory of change) by engaging an array of stakeholders, each of whom serve a unique and particular purpose.

Progress resulting from this strategy, therefore, will likely not be linear – it cannot be measured against a set timeline and instead will have to be gleaned through regular monitoring of activities pertaining to each focus area. In order to ensure success and foster sustainable change, this strategy's moving parts are designed so that they are flexible and can be molded in response to the country's sociopolitical climate. Moreover, change in the public sector is incremental at best. We recognize that institutional limitations will likely interfere with the goals of this strategy; therefore, each strand focuses on a specific aspect of family planning advocacy that will have a ripple effect on the other two and ensure consistent and steady movement towards our goals.

This mechanism, along with the principles highlighted below, will help lay the foundation for meaningful impact on lowering Pakistan's national fertility rate.

Leveraging Opportunities

Since political discourse tends to fluctuate between issues depending on current events, this advocacy strategy must prepare to keep the provision of family services a relevant issue for the next few years until lasting policy changes have been made. In order to keep family planning within the Parliament's and the public's purview, messaging opportunities will have to emphasize the ramifications of rapid population growth across sectors. Below is a concise list of anticipated messaging opportunities to illustrate how family planning and population dynamic can be woven into current issues:

- 2017 Census data dissemination: Since the 2017 Census happened after a 20-year gap, its findings were not just important for the purposes of national planning but also because they highlighted the gravity of population growth as a burden on national resources, as corroborated in the Pakistan Demographic and Health Survey of 2017-18.
- Economic crisis: It is no secret that Pakistan is currently struggling economically and has had to tap into more international aid to keep its financial systems from collapsing. This is likely to remain a major talking point in news cycles for the next couple of years and makes for an easy connection to a conversation about population growth. Since a large population contributes to financial pressure and depletes national resources, population-related messaging is an important aspect to introduce.

- *Water crisis:* South Asia is one of the most vulnerable regions in the world to the effects of climate change – extreme heat and a large population are likely to exacerbate these effects over the next decade. There has already been a lot of talk about an impending water crisis in 2018, with the government and the Supreme Court launching a campaign to build two new dams to serve as water reservoirs. Absent from this national conversation, however, is the effect of a large population of natural resource depletion. If the government does not act now to curb the effects of overpopulation, it is likely that Pakistan will face extreme drought and potential famine in the next decade.
- *Support from the Supreme Court:* In October 2018, the Supreme Court of Pakistan passed a judgment in human rights case (No. 17599) recognizing the country's alarmingly high population growth rate as an issue that deserves immediate national attention. The Court convened a Task Force to put forth recommendations and directed media outlets to disseminate those recommendations free of cost. The Court also held a symposium growth on December 3, 2018 in Islamabad, which the Prime Minister and all four Chief Ministers attended, to highlight the grave consequences of rapid population growth. During the symposium, the Chief Justice publicly encouraged the PM to lead awareness efforts about population, and the PM went on to call for a long-term approach to resolving the population issue in his speech. The objective now is to galvanize and maintain this momentum and convert it into legislative support, especially after the Chief Justice retired in December 2018. One way to achieve this would be to emphasize the recommendations of the Task Force as a talking point during media opportunities as well as in direct advocacy with legislators and political leadership.

Nonpartisan Advocacy

This strategy is equipped with tactics that, at every turn, will foster a sense of urgency to address rapid population growth in order to resolve a core national issue that has cross-sectoral impact, particularly on Pakistan's developmental potential. Therefore, success of this advocacy strategy is dependent on enlisting commitment from all Pakistanis from all walks of life, religious beliefs, and most importantly, political leanings. As evidenced by the consensus achieved at Population Summit in 2015, all political parties in the country recognize the importance of harnessing the demographic dividend within the next 30 years to ensure that Pakistan will become an economically progressive state that can provide adequate welfare to all its citizens. The advocacy that will occur as part of this strategy, thus, will be consciously non-partisan because collective commitment to the cause is not just crucial but also necessary to gain momentum on the issue that is long overdue.

Gender Dynamics

Since 2012, Pakistan has ranked second to last in the World Economic Forum's Gender Gap Report every year for six consecutive years. While the Constitution of Pakistan ensures equal status for both women and men, policy implementation and advocacy efforts rarely take the glaring gender gap into account. In terms of family planning advocacy, informing women about their reproductive rights is not enough; men along with women must be engaged in consistent conversations about family planning to seek out counseling and services according to their needs. This advocacy strategy seeks to expand

access to family planning services, especially for poor women in rural areas, who typically have the highest unmet need for such services.

However, it is worth noting that conversations about family planning are just as important for men as they are for women. Male contraceptive methods are often more widely available, easier to use, and bear minimal side effects (if any). Moreover, male contraceptive methods are among the most popular ones in us, according to the PEA; therefore, it is worth enhancing men's ability to talk about contraception to normalize inter-spousal discussions about family planning as well as to dispel prevalent myths about contraceptives.

In a culture as conservative as Pakistan's, however, there is a fine line to tread when instigating discourse on the subject. This strategy recognizes the need to engage and mobilize men in leadership positions and male opinion leaders to support family planning – these individuals are referred to as Male Motivators in recommendations laid out in the PEA. This is a crucial step to promote male engagement in family planning, especially considering the decision-making power men wield in Pakistani society.

Building Alliances

As mentioned before, bureaucratic change is slow and incremental. This strategy is built to ensure that change, however slow, is lasting and able to build upon itself; therefore, a number of tactics outlined here are dependent on collaboration and forging new partnerships with a variety of stakeholders that include – in addition to public institutions – private entities, existing welfare programs (such as BISP and PPIF), and so on. This spirit of coordination and cooperation across aisles between a number of different groups is the silver bullet that will consolidate efforts towards increasing the use of family planning services in Pakistan.

Learning and Assessment

Since there are several moving parts between the three focus areas outlined in this strategy, there is significant need to install evaluation mechanisms at each level to measure and analyze the success of their respective tactics. This strategy has been planned with flexible elements that can be adjusted and corrected according to ground realities as implementation occurs. Without such flexibility to evolve and mold to specific and circumstantial needs, success cannot be ensured.

Evidence-Based Advocacy

Well packaged, credible and compelling evidence will be the basis of interactions with all the stakeholders – be it a political leader, government official, or the media – information for each audience will be augmented with pertinent facts to enable each stakeholder to perform the action set out for them in this strategy.

SECTION 09

CHALLENGES

Advocating for family planning related issues comes with a unique set of challenges that largely pertain to sustaining enough momentum for meaningful action such as legislative change and structural reforms. Some of these challenges have, in the past, contributed to general indifference towards resolving the population issue and hindered efforts to enact change in the country.

Inconsistent Commitment

Pakistan generally suffers from an overall lack of commitment towards population-related issues, largely because until recently there was little knowledge of the magnitude of its effects on various aspects of the country's everyday functioning. The largest inconsistency in commitment to family planning is political – to date, there has not been any legislation to make family planning a national priority, which has led to a dearth of financial investment in family planning.

Since there are a whole host of hot-button issues that pass through the Parliament on a regular basis, it is easy for legislators to lose interest and/or glaze over the fact that population is a fundamental aspect of national development. Media coverage of family planning-related issues bears similar inconsistencies, since the matter is often overshadowed by seemingly more important issues and current events.

In order to keep the media's interest, there is a need to provide timely information in the form of data and knowledge that is newsworthy and of interest. With a number of issues plaguing development in Pakistan, it is difficult to maintain attention on one specific issue, and as a result, partner development organizations, too, lose interest over time and need to be kept engaged consistently.

Religious Misconceptions

Despite supportive statements from religious leaders over the last few years, misconceptions about the permissibility of family planning in Islam remain fairly common among the general public. This is underlined by the fact that Pakistanis exhibit universal awareness of contraception, yet its use is not nearly as prevalent. This points towards the need to bring it into mainstream discourse and create focused messages to undo decades of stigma by engaging religious leaders at the local level. Religious leaders can propagate unequivocal support for family planning to achieve a balance between the number of people and resources.

Lack of Public Knowledge

There is a general lack of understanding of just how pervasive the effects of rapid population growth are – among policymakers, media professionals, and the general public – which contributes to the absence of meaningful action. All advocacy measures need to include tactics that promote the development of cognitive associations between family planning and improving development indicators.

In the absence of adequate public knowledge, contraception prevalence is poised to plummet – a trend that is perhaps most underscored by the dire state of girls’ education, the number of out of school children, and ensuing illiteracy in Pakistan. Evidence has shown that with education, a person’s ability to make sound reproductive decisions and family planning choices tends to increase drastically. Therefore, inconsistent investment in education and family planning awareness bears the potential of obstructing and delaying lasting change in the form of fertility transition.

Discrepancies in Provision

There is a vast network of public facilities in Pakistan, many of which do not consistently provide access to family planning services. When services are available, either limited choices are available or they are unaffordable for someone with a menial income. This results in significant access barriers for poor, rural communities that usually have the highest unmet need for such services.

Reluctance to Innovate

Governments at the federal and provincial levels do not possess a sturdy track record of embracing innovation in public service delivery. Therefore, much reluctance is expected – especially from provincial bureaucracy – to pilot and implement new, innovative solutions for family planning distribution. Similarly, due to this reputation, private providers of family planning are also likely not to be keen on working with governmental institutions to develop partnerships that could be beneficial (particularly for underserved communities).

Low Institutional Capacity

There are no dedicated demographic research cells in the government that can adequately monitor trends in population dynamics. Therefore, institutional capacity to collect, produce, and analyze accurate and reliable data related to family planning remains low. This is further affected by the absence of training opportunities or institutions for demographers and population analysts who could otherwise be valuable assets to the process of evidence-based policymaking. The lack of population data affects cross-sectoral policymaking, budgeting, and planning, and often results in hollow legislations and disbursements that only create temporary change.

SECTION 10

MONITORING AND EVALUATION

To assess the outcomes, and overall impact, of our advocacy efforts, a comprehensive monitoring and evaluation plan will be developed along with a detailed implementation work plan. Since this strategy interacts with a number of different stakeholders, it requires a broad monitoring and evaluation approach that will consider the following factors:

Outputs: As part of this advocacy strategy, we will design and produce an array of advocacy materials that highlight specific aspects of family planning and its cross-sectoral impact that are relevant to different stakeholders. So, to measure the efficacy of these materials, we would ask the following questions to measure impact:

- Were advocacy materials for different stakeholders effective and relevant?
- Were they able to achieve desired impact or instigate desired actions?

Processes: For this strategy to be effective, it needs to be flexible in response to current events and operational priorities of public officials as well as service providers. Therefore, there is a need for periodic internal evaluation of tactics to gauge whether our advocacy interventions are yielding desired actions along the way.

- Were the processes to carry out advocacy initiatives able to influence intended stakeholders? For instance:
 - o How effective were direct advocacy meetings with the PM?
 - o Was reaching the PM directly a more efficient pathway than reaching out through cabinet ministers?

Baseline: To be able to measure change through the course of our advocacy work, we will need to conduct a pre-implementation analysis that will use baseline surveys to document, for instance, current practices, budgets, statistics, and legislation around family planning. This will be a helpful set of information to monitor the degree of change that our strategy has been able to create.

Data Analysis and Reporting: The tactics outlined in this strategy will need to be configured throughout the course of implementation in order to ensure that our advocacy resonated with current priorities of our stakeholders so that they have a greater likelihood to align themselves with our goals. This requires regular and thorough analysis of qualitative data to monitor and understand, for example, changes in budgets, changes in policymaking, the number of new legislations, articles published, and so on.

Review and Reflection: In order to take corrective measure to ensure the achievement of our advocacy goals, it is necessary to regularly review progress and reflect on our achievements to track which aspects have yielded favorable results and why they have proven effective. These reviews may occur

through monthly or quarterly progress meetings to share findings with colleagues, assess progress, weigh successes, and consolidate knowledge from implementation.

Evaluation: Using monitoring data collected from the factors outlined above, we can move on to evaluating the progress of our advocacy work to identify causal explanations for change that has occurred. These causal mechanisms will also help define the degree of impact and how certain intended (and unintended) policy outcomes are achieved. In advocacy, typically, a theory-based evaluation approach is employed such as contribution analysis or process tracing, either of which would be a good fit for this particular strategy.

To make monitoring and evaluation a fluid process, this strategy has used the following steps to set goals for family planning advocacy in Pakistan:

Long-Term Outcomes	<i>Tipping Point</i> • Change in policy • Change in legislation • Budgetary commitments • Implementation of commitments
Short-Term Outcomes	<i>Coalition Building</i> • New or stronger networks • More effective network
	<i>Shaping Policy Agendas</i> • Changes in oral and written rhetoric • New items appear in political discussions • Items are framed in new ways within policy arguments • Coverage of family planning and population in the media
	<i>Influencing Policymakers</i> • Key decision makers change rhetoric in public and in private • Key decision makers change knowledge, attitudes and behaviors • Building a social movement • Communities acquire new information • Communities change attitudes • Communities change behaviors • Communities acquire a new strength within democratic processes (voting, speaking to their MP, getting involved in decision-making processes)

Step 1: SMART advocacy objectives

The overarching goals of each focus area outlined in this strategy have specific, measurable goals such as a 20 percent increase in federal investment in family planning and other population-related issues by 2020, the introduction and passing of specific legislation, establishing new data and research centers at various institutions, and so on. These objectives are concise and have a set timeline attached to them so that we can measure progress periodically and correct course accordingly.

Step 2: Define long-term and short-term outcomes

Our advocacy objectives can then be broken down into long-term and short-term outcomes. Long-term outcomes will include structural changes that will have a larger impact on the way country views population-related issues (defined by media coverage and online conversations) and how politicians act on their commitment to the cause. Short-term outcomes will refer to intermediary changes that will lead to the achievement of overarching impact of this strategy. Short-term outcomes may also be understood as steps towards progress or transitional milestones that will result in long-term changes.

Step 3: Choose indicators to measure objectives and outcomes

The final step in setting up our monitoring and evaluation processes involves identifying specific indicators at different levels of our advocacy (process, output, and outcome). These advocacy indicators are qualitative to assess people's perception of family planning, to keep track of new commitments and changes in the attitudes of decision makers. Using qualitative indicators gives us a better chance to collect more holistic and comprehensive information than using quantitative indicators would. Some examples of these indicators are outlined in the following table:

INDICATOR	MEASUREMENT	EXAMPLE
Process/Output	Assess progress against specific operational activities; measure and verify the quantity of outputs	- Number of meetings held with policy makers - Number of PWD staff members trained - Number of people reached by advocacy messaging - Number of people who participated in a campaign
Outcome	Measure changes in the medium to longer term; assess progress against specified outcomes, such as policy and funding changes, policy maker attitudes; and help verify that the change has taken place	<i>Short-Term Outcomes:</i> - Number and type of supportive communications and statements made by policymakers - Number and type of meetings and consultations advocates are invited to - Number and type of action taken by local NGOs to track budgets, publish results, and discuss findings with policymakers - Number and type of action taken by local citizens to attend local authority meetings and voice concerns about public services <i>Long-Term Outcomes:</i> - Policy is passed or a law is ratified - Level of increase in budgetary resources for family planning - Level of prioritized commitment demonstrated by new policies

Media Engagement Monitoring

For the purposes of this strategy, Population Council will employ an internal review and feedback process to ensure quality reporting about family planning and other population-related issues. Our media engagement strategy, as part of the overall advocacy strategy proposes specific steps to engage media outlets and to enable them to mobilize policymakers to include population dynamics – and its various aspects such as the youth bulge, the need to reduce fertility by improving access to family planning services – in their development plans.

We will regularly assess the impact of communications outreach under this strategy and use that information to fine-tune its activities and messaging. A comprehensive monitoring framework for media coverage will use surveys, digital media analytics, and feedback forms to gather information about the following factors:

1. Management:

- a. What systems and processes are in place to ensure that information flows are efficient?
- b. Do materials and messages provide timely and relevant information to journalists that would be of interest to their audience?

2. Outputs:

- a. Are our communications products of high quality?
- b. Does our communications material highlight the most important and salient aspects of population growth and family planning?

3. Uptake:

- a. Are our communications products disseminated widely and strategically?
- b. Are our materials easy to understand and is the information accessible to all journalists?

4. Impact:

- a. How has media engagement led to changes in public knowledge about family planning?
- b. Did media coverage influence policy change? Did coverage influence policymakers' individual knowledge about the cross-sectoral impact of rapid population growth?
- c. Is media coverage about family planning and/or population-related issues consistent? Has it become a point of national conversation?

